

Spurring Zero Emission Trucks

Lessons from
California's
Advanced
Clean
Trucks
Rule



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EXECUTIVE SUMMARY



Hovland Consulting LLC

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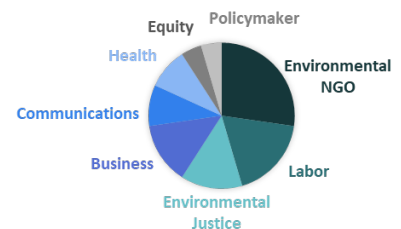
ABOUT THIS REPORT

This retrospective was funded by the Energy Foundation. Hovland Consulting conducted interviews, surveys, and research from July to September 2020 to learn from California’s Advanced Clean Trucks (ACT) Rule success, with the aim to inform the advocacy community, other states, and others considering adopting the ACT. Below is the EXECUTIVE SUMMARY ONLY. The full report is CONFIDENTIAL to PARTNERS – if you would like a copy of the report, please contact Val@hovlandconsulting.com.

Thanks to the following organizations for providing input (the chart at the right represents the group types): American Lung Association, Better World Group, BlueGreen Alliance, California Air Resources Board, CALSTART, Central Valley Air Quality Coalition, Ceres, Coalition For Clean Air, Earthjustice, East Yard Communities for Environmental Justice, Environmental Defense Fund, Environmental Health Coalition, The Greenlining Institute, International Brotherhood of Electrical Workers/ National Electrical Contractors Association (California & Nevada), International Brotherhood of Electrical Workers Local Union 11 & Los Angeles National Electrical Contractors Association Labor Management Cooperation Committee, Moving Forward Network, Natural Resources Defense Council, Partnership for Working Families, Sierra Club California, Sunstone Strategies, and Union of Concerned Scientists.

About the Author: [Hovland Consulting](https://www.hovlandconsulting.com) helps foundations and non-profits improve the world’s environment and communities. We specialize in clean transportation, climate change abatement, and conservation of land, water, and air. Using data-driven insights derived from strong analytics, research, modeling, expert input, and geographic information, Hovland Consulting helps clients make informed decisions; tell stories with compelling visuals, maps, and charts; track and improve performance; invest wisely to achieve goals; increase equity, inclusion, and diversity; and facilitate growth.

Types of organizations providing input to the report



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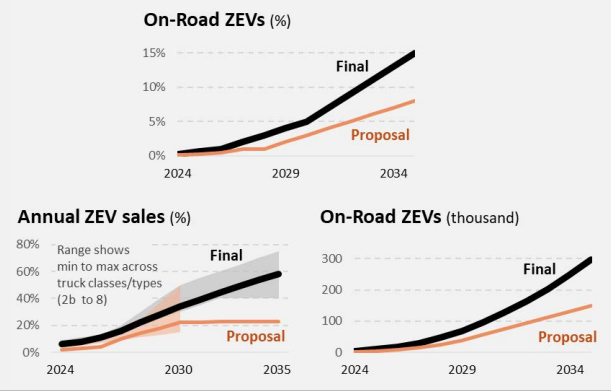
In June 2020, California set the world’s first zero-emission truck sales requirement, the Advanced Clean Trucks (ACT) Rule, which could become a model zero-emission policy for the world because of its scope and potential efficacy. The regulation’s evolution is noteworthy. A committed and diverse coalition, including groups representing local communities, environmental organizations, health, labor, utilities, and businesses, successfully convinced the California Air Resources Board (CARB) to double their ambition from early proposals a year earlier (see Figure ES1). This report examines the campaign and regulatory process with the aim to inform the advocacy community, other states, and any government considering adopting the ACT.

What happened? Early iterations of the ACT released in 2019 were not aggressive enough, so coalition members dramatically ramped up engagement. At the December 2019 Board meeting, community advocacy convinced the board that a stronger rule was both possible and necessary, and the board subsequently directed CARB staff to increase the scope of trucks, timing, and level of sales. In the spring of 2020, CARB put forth a higher ambition proposal, with the Board unanimously approved in June.

Consistent philanthropic support over time was essential. This covered policymaker and Board

FIGURE ES1: ACT CHANGES - PROPOSAL TO FINAL

Proposal December 2019, Final June 2020, Source: UCS, blog.ucsusa.org/jimmy-odea/the-biggest-step-to-date-on-electric-trucks



engagement, coalition support, research, strategic communications, developing public support, and countering opposition (see Figure ES2). This increased, consistent pressure prior to the December Board meeting was pivotal.

Highlighting the health benefits, especially to vulnerable communities, from poor air quality was a key driver for action among all parties.

“Children and adults living in close proximity to diesel pollution have poorer health outcomes, including increased cancer risk and premature mortality. A bold zero-emissions rule here will become a model and a beacon of hope for freight impacted regions across the country and across the globe. I urge you to act with urgency, and prioritize environmental justice by adopting the most aggressive medium- and heavy-duty truck mandate possible; prioritize public health in diesel death zones; aim higher, because our lives depend on it.”

- Candice Kim, Moving Forward Network ([December ACT hearing](#))

FIGURE ES2: PHILANTHROPIC SUPPORT

Scale represents the importance of funding the specified activity



Messaging centered around air quality, public health, meeting climate goals, and economic benefits resonated with all and acted as a common unifier. Previous California policies, as well as longstanding community advocacy around diesel hot spots and corridors, laid a solid foundation for more a more aggressive approach on EV trucks. These include state implementation plans (for air quality non-attainment), climate goals, supportive electrification policies, port actions, and sustainable freight action plan.

Crucial to success was a well-coordinated, diverse, and invested coalition, with clear asks of the policymakers. Coalition members included environmental, local communities, research, health, equity, electrical contractors/workers, labor, communications, and business groups. The significant in-person testimony, especially from local communities, at the December Board meeting was particularly powerful.

The coalitions engaged decision makers early and often. Essential to a stronger rule was direction from above. In California, this came from the CARB Board, but in other states, it could come from a Governor, Legislators, or Executives in air quality agencies. To cultivate this direction, relationships with and understanding of the decisionmakers was key. Also, conveying the significance of diesel health impacts were important to provide context. Diesel exhaust with particulate matter (PM) and NOx

contributes to ozone (smog) and other air toxics, which can cause heart and lung disease, and also damage crops, animals, and water.¹ The coalition was able to connect community groups whose influential stories about living in diesel death zones gave the issue a human face with receptive individuals.

“The coalition did an amazing job at rallying true community voices that are overburdened by pollution and deserve zero emissions now. It was the most compelling call to arms I have ever seen. Without this, the ACT would not have been as strong as it is.”

- California Government Official

Opposition was nuanced. Significant opposition came from the Engine Manufacturers Association

(and their truck maker members), walking a line where they ‘could go faster to 100% zero emissions in select applications without a regulation.’ Natural gas also represented a misleading position that they were cleaner for the environment. Common opposition messages centered around lack of infrastructure, high purchase costs, economic downturn, and limited models.

To overcome opposition and respond to questions that came up throughout the process, the coalition approach covered many fronts:

- **Provide clear research and data** on costs, truck models, health impacts, and economics. Especially as new topics come up, address questions with data.
- **Build significant political will** through community outreach and public pressure.
- **Get the word out with strategic communications**, including op-eds, emails, Twitter, and Facebook.
- **Show utilities backing** demonstrating that the utilities are willing and able to build the necessary infrastructure, and state has enough electricity to power electric trucks.
- **Create a wedge with private sector support**, including progressive EV truck makers, businesses demanding clean goods movement, and demand from big fleets.
- **Demonstrate good, clean jobs** backed by legitimate labor voices showing that the state has the needed electrical contractor expertise near-term, and in the longer-term would see more good jobs.

Next steps include using the information gathered through the ACT to develop more clean transportation rules in California and supporting other states interested in action on medium- and heavy-duty trucks. In addition, continue to push the current economy as a means of promoting the ACT and green jobs.

The report details building support over time, opposition and overcoming it, and next steps.

¹ Environmental Protection Agency <https://www.epa.gov/diesel-fuel-standards/about-diesel-fuels>